

ESL/EFL Critical Thinking Lesson
Argumentation and Persuasion

Useful vocabulary

promote	oppose/opposition	ban
slogan	support	legalize
donate	assist/assistance	fine

Idea-generating Exercise

Watch the following videos of advertising campaigns that are proposing some kind of action about a social issue. Answer the questions for each video.

Video 1 <http://www.youtube.com/watch?v=B1DNoole3Wo>

Topic: _____

1. What is the ad trying to persuade people to do?
2. Who is the main target audience?
3. How does the ad try to convince people to take action?

___celebrity representative

___shocking statistics

___appeal to people's emotions

___facts

___logic

___examples

Video 2 <http://www.youtube.com/watch?v=861YG1V2-n4>

1. Who is the target audience?
2. What is the main idea of this advertisement?
3. What is your reaction to seeing this ad?

Video 3 <http://www.youtube.com/watch?v=mJG7RaLX-DM>

Topic: _____

1. What is the ad trying to persuade people to do?
2. What cause and effect relationship does the ad imply? (Use an “if” clause.)
3. What is the name of the organization? What is their slogan?
4. How does the ad try to convince people to take action?

___celebrity representative

___shocking statistics

___appeal to people’s emotions

___facts

___logic

Video 4 <http://www.youtube.com/watch?v=MLvP6b0fwBQ>

Topic: _____

1. What is the ad trying to persuade people to do?
2. What cause and effect relationship does the ad imply? (Use a “since” adverb clause.)
3. What part of the ad made the deepest impression on you?
4. How does the ad try to convince people to take action?

___celebrity representative

___shocking statistics

___appeal to people’s emotions

___facts

___logic

Video 5 <http://www.youtube.com/watch?v=j7OHG7tHrNM>

1. When and where do you think this television advertisement was aired?
2. How is this video different from video four?
3. Why does the ad use a Native American?
4. Which ad do you think is more effective video 4 or video 5?

Watch the following 3 videos and complete the chart.

Video 6 http://www.youtube.com/watch?v=K_oJ-irqDFg

Video 7 <http://www.youtube.com/watch?v=XOI-Va5aU3U>

Video 8 <http://www.youtube.com/watch?v=IuRk-J1PuUo>

Topic:	
Arguments for (Pro)	Arguments Against (Con)

Homework

Find an advertisement with a picture that is proposing some kind of action or response to a social issue. The ad can be from a magazine or from the internet. Write a paragraph about how the ad makes you feel. Bring the ad to class with you.